

PARAMOUNT PRESS BOOK AND  
**MERCHANDISING MANUAL**



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Judith had only one desire...to wield her body like a weapon...to avenge a wrong beyond words, even, perhaps, beyond avenging....



PARAMOUNT PICTURES AND KURT UNGER PRESENT

**SOPHIA LOREN**

IN

**"JUDITH"**

CO-STARRING

**PETER FINCH · JACK HAWKINS**

WITH HANS VERNER · TERENCE ALEXANDER · FRANK WOLFF · ARNALDO FOA · ANDRE MORELL

PRODUCED BY

DIRECTED BY

SCREENPLAY BY

FROM A STORY BY

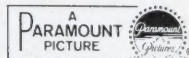
MUSIC SCORED BY

KURT UNGER · DANIEL MANN · JOHN MICHAEL HAYES

LAWRENCE DURRELL · SOL KAPLAN

LAWRENCE DURRELL · SOL KAPLAN

LAWRENCE DURRELL · SOL KAPLAN



**TECHNICOLOR® PANAVISION®**

4 COLS. x { 183 LINES.....732 LINES  
13 inches .....52 inches

**MAT 404**



# PUBLICITY



Still #JU-100

Mat 2B

**FATEFUL PURSUIT**—Tracking down their prey, Sophia Loren, Peter Finch, Shraga Friedman, and Joseph Gross, disguised as tourists, are shown around the streets of Damascus by their licensed guide, Dan Oeko. A Kurt Unger production, directed by Daniel Mann and starring Sophia Loren, Peter Finch and Jack Hawkins, "Judith," a Paramount picture in Technicolor and Panavision, opens ..... at the ..... Theatre.

## Sensuous Sophia Sets 'Chic' Standards During Actual Location Filming of "Judith"

Sophia Loren, now starring with Peter Finch and Jack Hawkins in the Kurt Unger Production, "Judith," opening ..... at the ..... Theatre, achieved a new high in her already amazing impact on styles during the filming of the Paramount Pictures release in Israel.

On screen, the dynamic Sophia often will leave the matter of dress as a last consideration for a chance at a challenging characterization, such as the title role of Judith. The voluptuous actress, for example, is first seen in the new romantic adventure, directed by Daniel Mann in Technicolor and Panavision, in a smudged and worn dress after having been smuggled into Israel.

On days off from the strenuous schedule, however, Miss Loren, who admits to being clothes-conscious when it doesn't interfere with her art, made the "Sophia Look" the pacesetter of Israel's world.

Her hair-style, clothes and make-up were carefully noted by chic women of the small country, and changes rapidly began to occur. Beauty parlors advertised the "Sophia Loren Cut," lustrous black locks and a simple short hair-style used in the film, and customers stood in line. This was dutifully emphasized by Sophia's favorite shade of pale pink lipstick.

The actress had an equally powerful, if somewhat qualitatively different, impact on male fans. She

enjoyed visiting all parts of the historically rich country. And on one such tourist jaunt, the seductive Sophia dropped in on the troops in front-line trenches along the Lebanese and Syrian borders. She lunched with the men and left them in a state between shock and ecstasy.

It seems only the natural order of things that her spectacular beauty and remarkable form should be set off with a glamorous wardrobe. For this reason or not, Sophia owns gigantic closets chockfull of clothes. Her penchants lean toward tight, hand-knit wool dresses, lowcut evening gowns with sleek lines and all sorts of furs.

These closets are located in a four-story mansion in Rome overlooking Michelangelo's Campidoglio, and in a 50-acre estate outside of Rome. The latter was built and luxuriously refurbished by her husband, Italian producer Carlo Ponti.

"Judith," a powerful story which has its roots in the chaos of World War II and its culmination in the conflict of the contemporary world, was written for the screen by John Michael Hayes from a novella by the renowned Lawrence Durrell.



Still #JU-49

Mat 2A

**CASTING HER SPELL!**— Shraga Friedman, finds it difficult to keep his eyes on the road and off Judith portrayed by Sophia Loren, when she changes her clothes during a drive into town. A Kurt Unger production, directed by Daniel Mann and starring Sophia Loren, Peter Finch and Jack Hawkins, "Judith," is a Paramount picture. It is filmed in Technicolor and Panavision from a story by Lawrence Durrell, "Judith" opens ..... at the ..... Theatre.

## Country Stormed By Sexy Sophia!

It took thousands and thousands of men and much bitter fighting to establish the Roman Legions in Israel by force some two thousand years ago but it took only a matter of minutes for their present day descendant, film-star Sophia Loren, to take the entire country by storm.

From the moment of Sophia's arrival here in late July for her role in "Judith," a Paramount Picture in Technicolor and Panavision opening ..... at the ..... Theatre, she has been the constant subject of newspaper and magazine articles—in all of the fourteen languages which this country with its two and a half million population uses—of radio talks, features, discussions, and gossip all over the country.

Her hair-style, her clothes and her mannerisms are carefully emulated by the female population and widely appreciated by the male. Whenever she returns to her hotel after completion of the day's shooting, there is a large crowd assembled to greet her, to ask for autographs and to call, "Hello, Sophia."

Sophia enjoys the welcome and the country. "The people here are wonderful," she says. "They take me to their hearts like one of their own."

"Judith," based on a story by Lawrence Durrell was directed by Daniel Mann and produced by Kurt Unger.



Still #JU-69

Mat 2C

**DEFIANCE**—It is obvious to Major Lawton, portrayed by Jack Hawkins, that Aaron, played by Peter Finch, and Judith, portrayed by Sophia Loren, are lying to him when he asks for details of Judith's previous home, but he is almost sad when she defiantly sticks her arm out to show him her Dachau camp number. A Kurt Unger production, directed by Daniel Mann and starring Sophia Loren, Peter Finch and Jack Hawkins, "Judith," a Paramount picture, opens ..... at the ..... Theatre. It is filmed in Technicolor and Panavision, with the screenplay by John Michael Hayes from a story by Lawrence Durrell.

## "Judith" Ignites Screen with Tautly-Woven Drama Of a Woman's Vengeance in Troubled Land

"Judith," a Kurt Unger Production for Paramount Pictures release starring Sophia Loren, Peter Finch and Jack Hawkins, opens ..... at the ..... Theatre, bringing to the screen a gripping drama of love and human compassion, set against the tense background of conflict in the Middle East.

The new film, directed in Technicolor and Panavision by Daniel Mann, is the result of a long and dedicated, collective effort by some of the entertainment world's most distinguished artists. A modern romance involving a woman patterned after the biblical Judith, it is intricately woven into the battle for life fought by Israel as a newborn nation, for a motion picture of uncompromising quality.

The story was born as a vision in the mind of producer Unger, a vision which took over three years of diligent work to fashion into a reality. After receiving the encouragement of Miss Loren, Unger had the good fortune to have his enthusiasm shared by the celebrated author of "The Alexandria Quartet," Lawrence Durrell, who then wrote the novella upon which the John Michael Hayes screenplay is based.

The dynamic Sophia's portrayal of the title role indelibly affirms the fact that her beauty is matched only by her brilliance as an actress. Her Judith is a complex characterization of a woman withdrawn from the world, living with the forgotten pain of the loss of her child. She is possessed by revenge, driven by the desire to make her former husband, the man responsible for her tormented past, pay for his crimes.

Finch is seen as an Israeli leader, Aaron Stein, whose profound sense of responsibility is committed totally to his troubled country. It is when the force of Judith's negative struggle collides with Stein's positive goals that the penetrating and counterpointing theme of love begins to develop with stunning emotional power.

Hawkins invades both of their lives as Major Lawton, the sensi-

tive British Officer who finally furnishes Judith with secret information on the whereabouts of the man she despises. The ensuing capture of the ex-Nazi tank expert, Gustav Schiller, portrayed by Hans Verner, is a sequence of taut action, made all the more exciting by the subtle threads of the relationships between all involved.

A sense of overwhelming immediacy consistently pervades the events rooted in the chaos of World War II, giving to the film a vitality which director Mann has used to full advantage with expert juxtapositioning of character and conflict. Mann, who has the reputation of pursuing creative details to their finest grains of excitement and truth, spent months choosing his background locations in Israel before active filming began.

Among the locations used are the barren, rock-strewn hills near Avdon, some eight miles from the Lebanese border; the city of Haifa; the white-sand beach at Atlit, a city which is crowned by the ruins of the last occupied Crusader castle in the Holy Land; and the ruins of Cesaria, where a Roman amphitheatre seating five thousand people recently was uncovered.

Once satisfied that his backgrounds were perfect, Mann concentrated on fusing the explosive action of front-line attacks, the suspense of international adventure, and the tenderness of a romance capable of renewing one's will to live.

"Judith" was also enhanced by the technical wizardry of production designer Wilfrid Shingleton, who supervised the construction of the community buildings around which much of the film's action takes place, and special effects director Cliff Richardson.

## SOPHIA

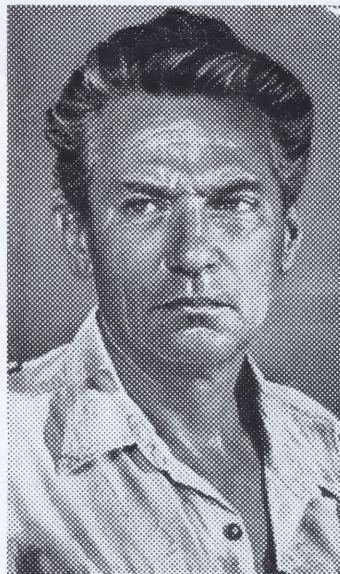


Still #JU-5

Mat 1A

**BEAUTIFUL** Sophia Loren portrays an embittered, revenge-seeking woman who is illegally smuggled into a country in search of her husband and missing son. A Kurt Unger production, directed by Daniel Mann and starring Sophia Loren, Peter Finch and Jack Hawkins, "Judith" is a Paramount picture in Technicolor and Panavision opening ..... at the ..... Theatre.





Still #JU-14 Mat 1B  
**RUGGED AND MANLY** Peter Finch portrays Aaron, a rebel freedom fighter, in Kurt Unger's production of "Judith," a Paramount Picture in Technicolor and Panavision opening . . . . . at the . . . . . Theatre. Directed by Daniel Mann, "Judith" also stars Sophia Loren and Jack Hawkins.



Still #JU-19 Mat 1C  
**VERSATILE** Jack Hawkins, who portrays a stern British officer torn by emotions, stars with Sophia Loren and Peter Finch in the Kurt Unger production of "Judith," a Paramount Picture in Technicolor and Panavision opening . . . . . at the . . . . . Theatre. It was directed by Daniel Mann.

## Leading Role in "Judith" Leads Peter Finch to a Major Discovery!

The multi-talented Peter Finch, starring with Sophia Loren and Jack Hawkins in "Judith," a Kurt Unger Production for Paramount Pictures release, opening . . . . . at the . . . . . Theatre, made a discovery while filming the romantic adventure which might well bring him fame in another, far different field.

Finch, whose career lately has been spiraling upward at an accelerated pace, was concentrated solely on acting when he landed the coveted leading role of Aaron Stein, a dedicated rebel leader who wins the gorgeous Sophia as Judith. And his performance, under the direction of Daniel Mann, is a magnetic contribution to the modern love story set against the exciting conflicts of a struggling new country.

Winning the important role in the Technicolor-Panavision production had a fringe benefit, however, that the actor could never have dreamed of. While rehearsing a scene on location, Finch noticed a strata of lime rock. Then he noticed it was artificial and started digging.

He next recruited a team of extras, and cleared away about five feet of what turned out to be a pre-Christian floor, made of multi-colored rock chips laid in a pattern of vari-colored squares. The experts, who came immediately to see the floor, reported that it was at least 2,000 years old and may be Roman. There is even one theory that it may be part of the city from which came the fabled Jezebel.

Finch was as excited as any pro-

fessional archeologist when he said, "Every kid in the world has dreamed of finding a secret treasure and now I have." And then, with a new dream emanating from elation, he added, "Perhaps when it is completely excavated, this mosaic will come to be known as the Finch-Floor."

Finch actually has traveled the globe to an extent which would produce envy from many an explorer. Born in London, he spent his early childhood in India, and then moved to Australia. He returned to London when Laurence Olivier and Vivien Leigh encouragingly advised it, and the result was a leading role with Edith Evans in "Daphne Laureola." Since then he has appeared in dozens of films, on the stage, and on radio. Recent film successes include "Girl With Green Eyes" and "The Pumpkin Eater."

A gifted artist, who readily can appreciate ancient mosaics, Finch first started painting ten years ago, and says he's a better painter than an actor. He's currently preparing for his first one man show.

"Judith," based on a novella by Lawrence Durrell, has a screenplay by John Michael Hayes.



Still #JU-92 Mat 2D  
**COQUETTISH MOOD**—It's beautiful Sophia Loren posing between scenes for photographers as she awaits to continue work in the tense and dramatic Kurt Unger production of "Judith," a Paramount Picture in Technicolor and Panavision opening . . . . . at the . . . . . Theatre. Portraying the title role and starring with Jack Hawkins and Peter Finch, Sophia is a woman driven by revenge in a world torn by the conflicts created by World War II. "Judith" was directed by Daniel Mann.

# Endowed Sophia Loren Endows "Judith" Title Role With Dazzling Dramatic Impact and Beauty!

The statuesque beauty of the remarkably endowed Sophia Loren is combined with stunning dramatic prowess in the title role of "Judith," a Kurt Unger Production for Paramount Pictures release opening . . . . . at the . . . . . Theatre, which also stars Peter Finch and Jack Hawkins.

Miss Loren is a spellbinder in the modern, romantic adventure, directed by Daniel Mann in Technicolor and Panavision. She is seen as a woman haunted by a tragic past, until the shock of the violence inherent in revenge and the love of a strong man renew her will to live a meaningful life.

Long the celebrated object of adoring men and envious women, the seductive Sophia, whose official measurements are 38-28-38, possesses the rarest of wide-set, slightly slanted and extravagantly green eyes flecked with gold, and a sensuous mouth set in a classically chiselled face. So breathtaking is her appearance, that every camera angle seems to evoke still another sensual pleasure.

However, the rarest Loren phenomenon may well be that with all her attributes she also has the richly reserved reputation of being a brilliant actress. In the character of Judith, she reaffirms that reputation by giving a performance which is the essence of romantic realism. Moving with apparent ease from a study of controlled hate to the abrupt awakening of an emotional crisis, and, finally, to the pure and intensely human love which opens her life, "Judith" becomes another milestone for the compelling actress.

Miss Loren has said that she felt so close to the character that filming was never like work at all. Her scenes were finished easily, without a hitch. Her buoyant spirit of creative energy touched all who watched her work.

It is to the point to note that Sophia's own life was marked with deprivation and the tragedies of conflict, not unlike some of Judith's experiences. As a child, she lived through a depression and then World War II. But with determined persistence, she labored for a career that would mean breaking through the confined existence of her youth.

Now one of the world's most sought after actresses, she has an impressive collection of awards from a great many countries. She won an Academy Award as Best Actress for "Two Women," was nominated for an Academy Award and won the Best Actress Award from the Moscow Film Festival for "Marriage, Italian Style," and has collected the Golden Palm award at Cannes, Italy's Silver Film Strip award and Germany's Bambi, to mention only a few.

She is fond of recalling that it all started during a beauty contest in Rome in 1952, when one of the judges spotted Sophia in the audience and invited her to enter the contest. She didn't win the contest, but she gained much more than she knew at the time. The contest judge was Carlo Ponti, who from that time on befriended and aided Sophia in her career, and is now married to the famous beauty.

The story was born as a vision in the mind of producer Unger, a vision which took over three years of diligent work to fashion into a reality. After receiving the encouragement of Miss Loren, Unger had the good fortune to have his enthusiasm shared by the celebrated author of "The Alexandria Quartet," Lawrence Durrell, who then wrote the novella upon which the John Michael Hayes screenplay is based.

The dynamic Sophia's portrayal of the title role indelibly affirms the fact that her beauty is matched only by her brilliance as an actress. Her Judith is a complex characterization of a woman withdrawn from the world, living with the forgotten pain of concentration camps and the loss of her child. She is possessed by revenge, driven by the desire to make her former husband, the man responsible for her tormented past, pay for his crimes.



Still #JU-65 Mat 2E

**FIRST MEETING**—Carstairs, portrayed by Terence Alexander, introduces Judith, played by Sophia Loren, to his superior officer, played by Jack Hawkins, in the dramatic Kurt Unger production of "Judith," a Paramount Picture in Technicolor and Panavision opening . . . . . at the . . . . . Theatre. Starring Sophia Loren, Jack Hawkins and Peter Finch, "Judith" was based on a story by Lawrence Durrell. It was directed by Daniel Mann.

## "Judith" a Directional Triumph For Perfectionist Daniel Mann

Daniel Mann, whose distinctions include annual nominations and awards on almost every film he has directed, brings every facet of his extraordinary command of the medium to the new romantic adventure, "Judith," a Kurt Unger Production for Paramount Pictures release, opening . . . . . at the . . . . . Theatre.

Mann, with the kind of simple, articulate description for which he is known, has said, "Judith" is a tender love story super-imposed on the violent clash of recent historical conflict." It is also an exciting and moving drama, filmed in Technicolor and Panavision, which boasts of Sophia Loren, Peter Finch and Jack Hawkins in the starring roles.

With a reputation for being intensely self-critical and demanding, Mann has directed with taste, authority and respect. From the poignant love scenes to the bursts into front-line realism, his cinematic approach has the look and sound of truth.

The disciplined director, whose life has been a dedicated and exhaustive study of theatre, has enjoyed consistent success in handling varying styles of drama. His enthusiasm over the infinite possibilities of "Judith" prompted a thorough search of locations, characterizations and historical implications.

He had all the elements of first-rate romantic adventure—a little country, whose new-found independence created violent border conflict; the need for an active and highly sensitive underground to face monumental odds; and, at the same time, the excitement of discovery.

In addition, there is the fascinating love story of a beautiful woman, living in the past and

driven by revenge, and a forceful dedicated man, deeply responsible to his newborn country yet torn by love for his woman.

Mann's individualistic blend of the many entertainment elements so profoundly dramatic in "Judith" may be traced concretely through a career which has never rejected a creative challenge. His directorial vigor was first displayed on Broadway with "The Rat Race."

He next directed "Come Back, Little Sheba" for the Theatre Guild. After additional personal successes as director of the award-winning "The Rose Tattoo," "Paint Your Wagon," "Loss of Roses" and "The Immoralist," plus a City Center production of "A Streetcar Named Desire," he journeyed to Hollywood to direct the film version of "Come Back, Little Sheba."

The picture received eight Academy Award nominations, and almost every production directed by Mann since has been represented in one or more categories of the annual Oscar Derby. Other distinguished film credits include "The Rose Tattoo," "I'll Cry Tomorrow," "Teahouse of the August Moon," "Butterfield 8" and "Five Finger Exercise."

"Judith," produced by Unger on location in Israel, has a screenplay by John Michael Hayes, based on a novella by the celebrated Lawrence Durrell. Its outstanding cast also features the brilliant German actor, Hans Verner.



**SPECIAL PUBLICITY LAYOUTS**



Still #JU-102 Mat 1D  
**INTRIGUE** is merely one of the dramatic elements supplied by beautiful Sophia Loren starring with Jack Hawkins and Peter Finch in the Kurt Unger production of "Judith," a Paramount Picture in Technicolor and Panavision opening ..... at the ..... Theatre.

**Filming of "Judith" Causes Air Force Alert**

Israeli Air Force planes buzzed three low-flying aircraft bearing Syrian markings and heading along the Israeli coast between the cities of Haifa and Nahariya.

It was not until the Israelis had closed right in upon the intruders and crowds of anxious people had gathered in the streets of the two towns to watch the interception that the Israelis realized that the "intruders" were none other than ancient Israeli Air Force planes loaned to the Kurt Unger production of "Judith," a Paramount release in Technicolor and Panavision opening ..... at the ..... Theatre.

The planes were used for the war sequences of the film after they were transformed in Syrian "attackers" for a sequence in which stars Sophia Loren and Peter Finch lead their fellow kibbutziks in a defense of their home in the face of a brutal attack on the kibbutz.

"Judith," also starring Jack Hawkins, was directed by Daniel Mann from a screenplay based on a story by Lawrence Durrell.



Still #JU-9 Mat 1E  
**A GLIMMER OF HOPE** — Caught in the violent web of internal revolt and turmoil, Sophia Loren as Judith and Peter Finch as Aaron struggle for survival in Kurt Unger's dramatic production of "Judith." Filmed in Technicolor and Panavision, the Paramount Picture opens ..... at the ..... Theatre.

**"Judith" Starring Role Perfect Fit for Jack Hawkins' Talents**

The military uniform has again been tailored to perfection for Jack Hawkins' rugged frame and commanding artistry for his starring role opposite Sophia Loren and Peter Finch in the romantic adventure, "Judith," a Kurt Unger Production for Paramount Pictures release, which opens ..... at the ..... Theatre.

Hawkins, whose rich talents enable him to develop a characterization far beyond the stereotype of an Army man, is a familiar sight in battle dress to film audiences. Rarely, however, has his versatility been so dramatically displayed as it is in the new Technicolor-Panavision production directed by Daniel Mann.

The distinguished actor portrays Major Lawton, a British officer in charge of an explosive border area in Israel at the time of the nation's first days of independence. The Major is a key figure in the fascinating Judith's life, for he holds the information she needs to track down the man responsible for her tragic past, which has molded her into a woman obsessed with revenge.

Hawkins has skillfully fashioned a man of strength and compassion, yet full of the subtle contradictions necessary to a fully developed character. No stiff-upper-lipped militarist, his Major is a unique officer whose actions in crisis are guided by decency and humanism.

Portraits of the military here have recurred periodically during Hawkins' lengthy career, beginning at the age of nineteen, when he was featured with Laurence Olivier in "Beau Geste" at His Majesty's Theatre, London. He made his American stage debut in "Journey's End." Among the major films in which he has been seen in uniform are "The Malta Story," "The Cruel Sea," "The Two-Headed Spy," "Bridge on the River Kwai," and "Lawrence of Arabia," in which he appeared as Gen. Sir Edmund Allenby.

His own, off-screen wartime experience began with the Royal Welsh Fusiliers during World War II. He later served with a special services unit, in charge of entertainment for British troops in India and Southeast Asia. It was during this period that he first met director Mann, who was with U. S. infantry special services. After staging an army show together, Mann predicted that some day he and Hawkins would work together again, a prediction which first came true with "Five Finger Exercise."

Hawkins actually started in the London theatre as a child actor and simply never stopped working. A rugged six-foot one-inch in height with broad shoulders, warm brown eyes and splendidly thick, dark brown, wavy hair, the celebrated performer was always convinced that he would never be a matinee idol. Yet, he has become a favorite of both sexes—the suave embodiment of dynamic appeal to women, and a symbol of quiet strength and intelligence to men.

Married to actress Doreen Lawrence, with whom he has three children, Hawkins' private life is precious to him, and he and his family live quietly in suburban London. He claims to have conquered a fierce temper, though no trace of it remains in his daily dealings with associates—he is known as an unfailingly calm and courteous fellow, radiating good humor and kindly interest in others.

"Judith," filmed on location in Israel, was written for the screen by John Michael Hayes from a novella by Lawrence Durrell, and features Hans Verner in its outstanding cast.

A powerful story which has its roots in the chaos of World War II and its culmination in the conflict of the contemporary world, "Judith" is a gripping drama of love and human compassion. Filming on location gives the film a unique and devastating realism that helps spotlight the intensity and talents that went into making this motion picture of high quality.



Still #JU/Spec/1 Mat 3A  
**SOPHIA AS "JUDITH"—HER MANY, MANY MOODS**—Beautiful and extremely-talented Sophia Loren stars with Jack Hawkins and Peter Finch in the powerful and dramatic Kurt Unger production of "Judith," a Paramount Picture in Technicolor and Panavision opening ..... at the ..... Theatre. The story deals with the passion of one wronged woman in her attempt to avenge her years of tragedy. Produced by Kurt Unger, "Judith" was directed by Daniel Mann.



Still #JU-20A, 10 Mat 3B  
**THE PASSION OF A WOMAN'S DESIRE FOR REVENGE**—Jack Hawkins and Peter Finch star with Sophia Loren in the dramatic and tense Kurt Unger production of "Judith," a Paramount Picture in Technicolor and Panavision opening ..... at the ..... Theatre. Set in a country torn by strife, "Judith" was directed by Daniel Mann from a screenplay by John Michael Hayes which was based on a story by Lawrence Durrell.



Still #JU/Spec/2 Mat 3C  
**PERSONAL DESIRE BECOMES EMBROILED IN WAR** in the dramatic and tense Kurt Unger production of "Judith," which stars Sophia Loren, Jack Hawkins and Peter Finch. Filmed in Technicolor and Panavision, the Paramount Picture opens ..... at the ..... Theatre. Based on an exciting and suspenseful story by Lawrence Durrell, "Judith" was directed by Daniel Mann from a screenplay by John Michael Hayes.



# COLUMN ITEMS

**A SHEIK IDEA** — Star Peter Finch confided an involved three-way deal was made with an Arab Sheik for the new romantic adventure, "Judith," a Kurt Unger Production in Technicolor and Panavision for Paramount Pictures release, opening . . . . . at the . . . . . Theatre.

On location, the film company, the Sheik and his many wives reaped the following separate benefits: the company costumed the wives and used them as female extras, the wives had a diverting trip and were able to keep the clothes, and the Sheik—with apparent relief—got them all off his hands for a few days.

"Judith," also starring Sophia Loren and Jack Hawkins, was directed by Daniel Mann.

**WELL "SUITED" LOCATION** — Peter Finch, starring with Sophia Loren and Jack Hawkins in "Judith," a Kurt Unger Production in Technicolor and Panavision for Paramount Pictures release, opening . . . . . at the . . . . . Theatre, found location filming in Israel 'suited' him perfectly.

The discovery that Finch's booming career had forced him to neglect sadly empty closets, prompted tailors in Israel, anxious to prove they were as modern as any in London or Paris, to whip up a complete and elegant wardrobe for the celebrated actor.

"Judith," directed by Daniel Mann, has a screenplay by John Michael Hayes based on a novella by Lawrence Durrell.

**ACTOR-ARTIST** — Peter Finch, who stars with Sophia Loren and Jack Hawkins in the Kurt Unger production of "Judith," a Paramount Picture opening . . . . . at the . . . . . Theatre, spends all his free time away from the set painting.

A gifted artist, Finch first started painting ten years ago and now says he's a better painter than actor. He's currently preparing material for his first one man show which he hopes to hold in London in the Spring.

The multi-talented man lends his talents skillfully to the highly dramatic and moving love story filmed in Technicolor and Panavision. Based on a story by Lawrence Durrell, it was directed by Daniel Mann.

**MODERN TOWER OF BABEL**— Utter confusion reigned when the cast and crew of "Judith," a Kurt Unger Production for Paramount Pictures release starring Sophia Loren, Peter Finch and Jack Hawkins, which opens . . . . . at the . . . . . Theatre, reported from all over the world to film the stunning new romantic adventure.

The location site sounded like a miniature Tower of Babel: The electricians and lighting men were Italian, the camera crew and its director were English, the Associate Producer and Production Managers were from America, local drivers spoke Hebrew and German, and many of the extras spoke only Arabic.

"Judith," filmed in Technicolor and Panavision, was directed by Daniel Mann.

**UP FRONT WITH THE BEST**— The outstanding international stars of "Judith"—Sophia Loren, Peter Finch and Jack Hawkins—left their mark on Israel's population during location filming of the Kurt Unger Production for Paramount Pictures release, which opens . . . . . at the . . . . . Theatre.

Signed photographs of the celebrated Sophia, Finch and Hawkins now stand side by side with those of Ben Gurion and others of national prominence in store windows. Autographed photos also were used by school teachers as prizes in class tests.

"Judith," presented in Technicolor and Panavision, was directed by Daniel Mann.

**STATUESQUE BEAUTY**—Sophia Loren tried 'going incognito' and wound up with something new for her starring role in "Judith," a Kurt Unger Production in Technicolor and Panavision for Paramount Pictures release, opening . . . . . at the . . . . . Theatre.

Director Daniel Mann saw Sophia wearing "the largest sun glasses ever" on one of her days off, and immediately incorporated them into a spectacular chase scene in the gripping romantic adventure.

"Judith," also starring Peter Finch and Jack Hawkins, has a screenplay by John Michael Hayes based on a novella by Lawrence Durrell.

**"I'VE HEARD EVERYTHING"**— When director Daniel Mann chose the perfect location in Israel for "Judith," starring Sophia Loren, Peter Finch and Jack Hawkins, which opens . . . . . at the . . . . . Theatre, he didn't bargain for a 'built-in' group of critics.

However, as the distinguished director began filming on land owned by the Matsuha Kibbutz, a communal settlement, its members engaged in animated arguments over how they'd shoot it differently, producing the Mann bon mot "Now I've heard everything; I've been kibbitzed by a Kibbutz."

"Judith" is a Kurt Unger Production in Technicolor and Panavision for Paramount Pictures release.

**THE TALENTED ACTOR**, Jack Hawkins, and distinguished director Daniel Mann, again made an old prediction come true with the Kurt Unger Production, "Judith," a Paramount Picture release, opening . . . . . at the . . . . . Theatre.

When both artists headed special services units for the Armies of their respective countries, England and the U. S., during World War II, they teamed to stage a show for soldiers, and Mann predicted that one day they would work together again. Jack starred for Mann later in "Five Finger Exercise" and now they happily combine talents for a second time in the new Technicolor-Panavision production.

"Judith" also stars Sophia Loren and Peter Finch.

**AN EYE FULL OF . . . . .** The 'Army' stepped in when the voluptuous Sophia Loren was called upon to take an outdoor shower for a scene in "Judith," a Kurt Unger Production in Technicolor and Panavision for Paramount Pictures release, opening . . . . . at the . . . . . Theatre.

Though the fabled Loren charms were hidden from camera and crew, a hillside of the location site was a perfect vantage point for 'peeping toms'—until the Army (an honor guard from the Israeli Women's Corps was posted so Sophia could shower in peace.

"Judith," also starring Peter Finch and Jack Hawkins, was directed by Daniel Mann.

## SYNOPSIS

(Not for Publication)

The setting of "Judith" is Palestine, 1948—the last year of the British Mandate and the first days of Israeli independence.

The leaders of the infant country and members of the Haganah, Israel's underground army, know that once the British have left, the new country will be attacked by the surrounding Arab nations.

Helping the enemy armies prepare for invasion is General Gustav Schiller (Hans Verner), a tank expert formerly in Hitler's Afrika Corp who is wanted as a war criminal. The Israelis know that Schiller is somewhere in the Middle East but where and what he looks like is unknown.

Haganah intelligence learns of the existence of Judith Auerbach (Sophia Loren), the German officer's ex-wife. Because she was Jewish, Schiller betrayed her and their son to the Nazis. Somehow she has survived the ordeal of a concentration camp, but she has lost her child. She has come through it with only one purpose in life: to bring Schiller to justice.

Since Judith is the only person who can identify the tank expert on sight, the Israelis, led by Aaron Stein (Peter Finch), illegally smuggle her into Palestine from Europe and bring her to the kibbutz so that she would be at hand to identify Schiller when they found him.

Major Lawton (Jack Hawkins) is the British Officer in charge of the kibbutz. On an inspection tour of the kibbutz, the major meets Judith, and is struck by her beauty. Some days later they meet again. They walk together and she talks of her past. Lawton invites Judith to call on him if ever in Haifa, where he is being transferred and offers her his help, should she ever need it.

Having been told by Aaron that the British have certain information about the whereabouts of Schiller, Judith takes it upon herself to leave the kibbutz and go to Haifa. She contacts Lawton, who controls these secret files of the British Army, and pleads with him to help her find Schiller by giving her the information. He concedes.

But Judith, now with the file in her possession, intends to keep it to herself and not cooperate with the underground. Aaron, however, has had her followed in Haifa and no sooner does she get the information than the Haganah men re-capture Judith and the file and return them both to Aaron.

The correspondence contained in the folder indicates that Schiller is in Damascus. Together with Aaron, and two members of the kibbutz, Nathan (Shraga Friedman) and Yaneck (Joseph Gross), Judith steals secretly into Syria. There they meet an Israeli agent (Dan Okko), who brings them to a sidewalk cafe across the street from the hotel Schiller lives in. Judith recognizes her ex-husband. The next day they set a trap—using Judith as the bait. She lures him to a silent alley where it has been planned for him to be kidnapped and taken back to Israel for interrogation.

At the critical moment when Judith confronts Schiller, her own selfish interests take possession of her and she shoots him, thus endangering not only their lives but almost ruining the entire mission. Badly wounded, they nevertheless manage to smuggle the German out of Syria and into Palestine where, in meantime, the State of Israel has been declared. Schiller is brought to the kibbutz where they fight to save his life so he can be interrogated. But when he is stronger, he refuses to give any answers.

The enemy attack may come at any moment and without the information that Schiller refuses to give, the chances of the Israeli survival against the Arab tanks are slim. The kibbutz is attacked and Judith runs to the water tower, where Schiller has been left to himself, and forces him to tell her where and when the main enemy attack will come.

He also reveals that the son she believes to be dead is really alive. But before she can discover where her child is, the water tower is bombed and Schiller is killed. Judith is hysterical but Aaron promises her that together they will find her son, just as they found Gustav Schiller. Judith believes Aaron, and her faith in him marks the beginning of a new life for her.

## CAST

Judith . . . . .	SOPHIA LOREN
Aaron Stein . . . . .	PETER FINCH
Major Lawton . . . . .	JACK HAWKINS
Gustav Schiller . . . . .	HANS VERNER
Doctor Rachel . . . . .	ZAHARIRA CHARIFAI
Nathan . . . . .	SHRAGA FRIEDMAN
Yaneck . . . . .	JOSEPH GROSS
Hannah . . . . .	ZIPORA PELED
Carstairs . . . . .	TERENCE ALEXANDER
Dubin . . . . .	GILAD CONSTANTINER
Mrs. Gross . . . . .	SHOSHANA BARNEA
Zvi . . . . .	ALEXANDER YAHALOMI
Eli . . . . .	FRANK WOLFF
Chaim . . . . .	ANDRE MURELL
Interrogator . . . . .	ALDO FOA

## CREDITS

Producer, Kurt Unger; Directed by Daniel Mann; Screenplay by John Michael Hayes and Lawrence Durrell; Associate Producer, Phil Breen; Production Supervisor, John Coonan; Director of Photography, John Wilcox, B.S.C.; Music composed and conducted by Sol Kaplan; Editor, Peter Taylor; Production Designer, Wilfred Shingleton; Second Unit Direction and Additional Photography, Nicolas Roeg; Art Directors, Tony Wollard, Tony Rimmington; Set Decorator, Peter Russell; Chief Make-Up, Wally Schneiderman; Miss Loren's Make-Up, Giuseppe Annuziata; Costume Designer, Yvonne Blake; Miss Loren's Costume Designer, Gaia Romanini; Camera Operators, Austin Dempster, Alex Thompson; Special Art Direction, Tony Pratt; Sound Recordists, David Hildyard, John Cox; Miss Loren's Hairdresser, Amalia Paoletti; Assistant Directors, Gerry O'Hara, Yoel Silber, and Ivan Lengyel; Production Manager, Lloyd Anderson; Israeli Production Manager, Mati Raz; Location Managers, Geoffrey Helman, Kay Johns; Special Effects, Cliff Richardson and Roy Whybrow; Orchestration, Wally Scott; Music played by Sinfonia of London.

## ADVERTISING BILLING

PARAMOUNT PICTURES and KURT UNGER Present . . . . .	25%
SOPHIA LOREN . . . . . full name—100%	
	of title
in	
JUDITH . . . . .	100%
Co-starring	
PETER FINCH } . . . . .	100%
JACK HAWKINS } . . . . .	size & prominence of Loren
with	
Hans Verner } . . . . .	20%
Terence Alexander } . . . . .	
Frank Wolff } . . . . .	
Arnaldo Foa } . . . . .	
Andre Morrell } . . . . .	
Produced by Kurt Unger } . . . . .	25%
Directed by Daniel Mann } . . . . .	
Screenplay by John Michael Hayes } . . . . .	
From a story by Lawrence Durrell . . . . .	20%
Music Scored by Sol Kaplan . . . . .	20%
TECHNICOLOR® PANAVISION® . . . . .	25%
A Paramount Picture . . . . .	20%

**RUNNING TIME: 109 MINUTES**



# EXPLOITATION

## DRAMATIC TABLOID HERALD KEYNOTE FOR SIZZLING CAMPAIGN

One of the most captivating elements contained in "Judith" is the star herself... the beautiful and intriguing Sophia Loren. It is only natural that she become the focus of attention for this colorful, 8½ x 11, gate-fold, tabloid herald. Filled with Sophia as seen in her most daring, provocative and dramatic scenes, this promotional item will certainly be an effective addition to your campaign.

Create that important added excitement and enthusiasm for your playdate with this uniquely-designed herald that's a sure-fire gimmick and eye-catching piece. The gate-fold design allows this item to be included in any business envelope. Take advantage of the new areas for distribution that this creates—contact department stores and other outlets and arrange to have the heralds included in their monthly statements and promotion pieces. The size of these heralds also makes them ideal for use as mailing pieces under special bulk postage rates.

### ADDITIONAL WAYS TO EFFECTIVELY DISTRIBUTE THE HERALD

- Distribute to automobile dealers, auto supply stores and other outlets dealing in automotive services and products.
- Make available to be handed out to members of local racing and stock car clubs.
- Have a few students distribute them to their schoolmates before and after class sessions.
- Make them available to establishments where the younger generation congregates (candy store, bowling alley, amusement park, youth centers, etc.).
- Give them to your patrons prior to your playdate.
- Have merchants put them in bags and packages.
- Have a few youngsters deliver them door-to-door throughout your town.
- Have newspaper boys slip-sheet them into the local newspapers.
- Place them on the windshields of cars.
- Make an arrangement with the local milkman to deliver them with the milk.
- Place them on the counters of local shops.
- Arrange with a local restaurant for them to be inserted into coats and jackets while hanging in the checkroom.

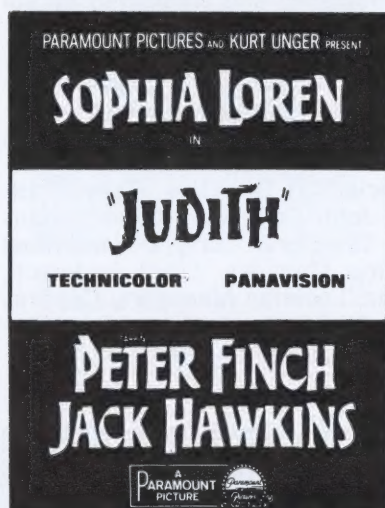


Illustrated is the fabulous and uniquely designed "Judith" herald. This special six panel design is gate-folded. A sparkling magenta flashes on the front with a vibrating red strip and duo-tone red in the photos in the center spread.

### BANNER DISPLAYS



Streamer: 15' long, \$21.50 each. Valance (above): \$2.15 per running foot; minimum length 10 feet. 6' x 3' red, white and blue fan drapes with gold fringe: \$5.75 apiece. Flag Wall Banner (below) 9' x 12'. Single Faced \$80.00. Double Faced \$145.00. Badge (below): 40c each. Manufactured by National Flag and Display Co., 43 West 21st St., New York, N. Y. 10010.



Order from your  
local branch of  
**NATIONAL  
SCREEN SERVICE**



### SPECIAL ART

EXCITEMENT AND ADVENTURE fills Paramount Pictures' "Judith," starring Sophia Loren, Peter Finch and Jack Hawkins, which opens ..... at the ..... Theatre. This special art mirrors an artist's conception of that tense drama that entwines Miss Loren, who portrays the title role, in a complex network of international intrigue.



Still #JU/X/1

MAT 2EA



# MULTIPLE MUSIC TIE-INS

## PROVIDE IMPETUS FOR MAMMOTH MERCHANDISING CAMPAIGNS

The volcanic excitement of "Judith" is vividly recreated in the dramatic and captivating musical score composed by Sol Kaplan. Indicative of the great appeal generated by the music is the fact that so many top artists have requested it for recording purposes. The theme has been recorded by artists who represent a broad range of types and who should appeal to everyone in every market.

Rarely does a motion picture theme enjoy this tremendous prestige and it therefore presents a great challenge to exhibitors to make sure that wide exposure is accorded the music in the advertising and promotion of the film. The music serves as an excellent additional tool with which to interest and incite enthusiasm for the film and your playdate.

### Thus far the following have been or are being recorded

- RCA Victor soundtrack album by Sol Kaplan
- RCA Victor 45 rpm single by Hugh Montenegro
- RCA Victor 45 rpm single by The Golden Voices
- Dot Records 45 rpm single by Pat Boone
- United Artists 45 rpm by Ferante & Teicher

Also, Famous Music has published the sheet music of the theme, fully crediting the motion picture.

Both RCA Victor and Famous Music are using the same art-work as used in Paramount's advertising

campaign, thereby assuring close coordination and identification of merchandising campaigns.

RCA, in its dynamic national campaign, has prepared eye-catching promotional items which include: impressive displays, color point-of-sale materials and window streamers. Representatives of RCA are promoting the album and singles in an effort to create maximum impact, interest and exposure. Disc jockey coverage and dealer co-op ad campaigns are also being formulated.

Contact the local promotion representative of each company so that a concentrated effort may be made to circulate, promote and create interest in the music which can provide a massive influence on the boxoffice results of your engagements of the film.

**SERVICING:** Make sure that all radio station deejays, program directors, and librarians are serviced copies along with information of your playdate. The music will appeal to both top 40 and class stations with particular emphasis on the FM operations.

Make sure that vocalists, orchestras and combos on local TV shows are apprised of the availability of the sheet music.

**SCREENING PROGRAM:** On opening day, invite deejays, program directors and record librarians. Bear in mind that in many cases, the program directors are as important as the deejay in programming the music and therefore they should see the motion picture.

**RETAIL OPERATIONS:** Never before has the retail music store operator been so instrumental in helping to bring "Hit Status" to a record as he is now.

In most markets, it is this person who is polled by radio stations to determine by sales volume whether the song deserves listing on the "pick-hit-charts." It is therefore imperative that this area be well merchandised.

We suggest that the more important retail music proprietors be invited to a screening of "JUDITH." An effort should be made to include the discount store record department managers who more often than not do the largest business in every market.

**SHOW FORMAT:** Many deejays are receptive to new ideas on a one-night format basis which can create new audience for his show. Approach deejays in your territory with a view towards their devoting an entire show to motion picture themes.

The "JUDITH" theme should open the show with the announcement that it is new and destined to become an "all-time great" followed by past hits.

### CONTESTS & PROMOTIONS

**PUBLIC SERVICE:** Many radio stations are actively involved with a city-wide fund-raising appeal or the station's own "pet-charity."

Offer the station the use of "JUDITH" music as a peg in their pitch for contributors. The following announcement may spark your creative inventiveness to other applicable variations:

THE JUDITH THEME MUSIC IS PLAYED AND AFTER A FEW BARS THE FOLLOWING ANNOUNCEMENT IS MADE OVER THE BACKGROUND MUSIC) "WHEN GREAT MOTION PICTURE MUSIC IS WRITTEN SUCH AS THIS THEME FROM 'JUDITH' SPECIAL EFFORTS ARE MADE TO ACKNOWLEDGE THE CONTRIBUTOR. THEREFORE, RADIO STATION XYZ WILL SEND ALL CONTRIBUTORS OF (DATE) A COPY OF THE \_\_\_\_\_ RECORDING OF 'JUDITH' AS OUR GRATITUDE FOR CONTRIBUTIONS IN EXCESS OF \$\_\_\_\_\_."

**Capitalizing on the Range of Records:** In order to conduct the following contest you might recruit the cooperation of the stations' technical recording engineer. Record the entire song, "JUDITH" utilizing a few bars by each artist on one recording. When broadcast, the announcer invites the listening audience to identify each artist in the order recorded.

**JUKE BOX OPERATORS:** In every major market, usually a hand-full of juke box operators dominate the city. Make sure that this group which can provide city-wide exposure for the music, be invited to a screening. After they have seen "JUDITH" follow through with a request for the record to be included in their operations.



**PRESS COVERAGE:** The RCA Victor soundtrack album should be serviced to the music editors of your local newspapers.

**RETAIL CO-OP ADVERTISING:** Make it a point to convince the participating distributors to schedule a campaign to back the release of the "JUDITH" music—you can offer him a great deal of support through theatre promotion and your own music merchandising campaign.

**DISPLAY MATERIALS:** A wide range of promotional materials are available to you for use in window displays in-theatre music promotions, etc. They are: the special "JUDITH" 40x60, National Screen Service set of 8x10 color stills, dummy album jacket covers.

Suggestions for further merchandising could result in an endless list, but we have directed a few to your attention so that they may provide impetus to a wide promotional program with the end result being an "unanimous hit" for the run of "JUDITH" at your theatre.

#### MATERIALS CHECK LIST

##### REGULAR THEATRE TRAILER

(Order from your local branch of National Screen Service)

##### FREE: TV TRAILERS AND TELOP CARD—COLOR and BLACK & WHITE

Available are TWO FULL SETS of TV SPOTS which dramatically project all the excitement and adventure of the film. Also available is a TV TELOP CARD. These television trailers are available in color and black & white.

(Order from Paramount Pictures Field Adv. & Pub. Dept.—See coupon on back page)

##### FREE: RADIO SPOT ANNOUNCEMENTS

Available is a FULL SET of RADIO SPOTS specifically created to generate enthusiasm and excitement for the film.

(Order from Paramount Pictures Field Adv. & Pub. Dept.—See coupon on back page)

##### SET OF 12 FULL COLOR STILLS

(Order from your local branch of National Screen Service)



# ADVERTISING



PARAMOUNT PICTURES AND KURT UNGER PRESENT

## SOPHIA LOREN IN "JUDITH"

The story of a woman curved like a weapon—a weapon out to avenge a wrong beyond words, beyond imagining, even, perhaps, beyond avenging...

TECHNICOLOR® PANAVISION®

CO-STARRING

### PETER FINCH • JACK HAWKINS

WITH HANS VERNER • TERENCE ALEXANDER • FRANK WOLFF • ARNALDO FOA  
ANDRE MORELL • PRODUCED BY KURT UNGER • DIRECTED BY DANIEL MANN

SCREENPLAY BY JOHN MICHAEL HAYES FROM A STORY BY LAWRENCE DURRELL MUSIC SCORED BY SOL KAPLAN



6 COLS. x { 133 LINES.....798 LINES  
9 1/2 inches.....57 inches

MAT 601



The story of a woman curved like a weapon—a weapon out to avenge a wrong beyond words, beyond imagining, even, perhaps, beyond avenging....

PARAMOUNT PICTURES AND KURT UNGER PRESENT  
**SOPHIA LOREN**  
 IN  
**"JUDITH"**



JUDITH WIELDED HER BODY LIKE A WEAPON, TO AVENGE A WRONG BEYOND WORDS!

PARAMOUNT PICTURES AND KURT UNGER PRESENT  
**SOPHIA LOREN**  
 IN  
**"JUDITH"**

CO-STARRING  
**PETER FINCH**  
**JACK HAWKINS**

PRODUCED BY KURT UNGER · DIRECTED BY DANIEL MANN · SCREENPLAY BY JOHN MICHAEL HAYES  
 FROM A STORY BY LAWRENCE DURRELL · MUSIC SCORED BY SOL KAPLAN

TECHNICOLOR® PANAVISION®

1 COL. x { 90 LINES  
 6 1/2 inches MAT 104

CO-STARRING  
**PETER FINCH · JACK HAWKINS**

WITH HANS VERNER · TERENCE ALEXANDER · FRANK WOLFF · ARNALDO FOA · ANDRE MORELL  
 PRODUCED BY KURT UNGER · DIRECTED BY DANIEL MANN · SCREENPLAY BY JOHN MICHAEL HAYES · **TECHNICOLOR® · PANAVISION®**  
 FROM A STORY BY LAWRENCE DURRELL · MUSIC SCORED BY SOL KAPLAN

4 COLS. x { 150 LINES.....600 LINES  
 10 3/4 inches.....43 inches

MAT 403





PARAMOUNT PICTURES AND KURT UNGER PRESENT

**SOPHIA LOREN**  
IN  
**"JUDITH"**

The story of a woman curved like a weapon—a weapon out to avenge a wrong beyond words, beyond imagining, even, perhaps, beyond avenging...

TECHNICOLOR® PANAVISION®

CO STARRING **PETER FINCH • JACK HAWKINS**  
WITH HANS VERNER • TERENCE ALEXANDER • FRANK WOLFF • ARNALDO FOA • ANDRE MORELL • PRODUCED BY KURT UNGER • DIRECTED BY DANIEL MANN  
SCREENPLAY BY JOHN MICHAEL HAYES FROM A STORY BY LAWRENCE DURRELL MUSIC SCORED BY SOL KAPLAN



5 COLS. x { 110 LINES.....550 LINES  
8 inches.....40 inches

**MAT 502**



1 COL. x { 45 LINES  
3 1/4 inches **MAT 102**

JUDITH HAD ONLY ONE DESIRE... TO WIELD HER BODY LIKE A WEAPON, TO AVENGE A WRONG BEYOND WORDS!



2 COLS. x { 50 LINES... 100 LINES  
3 1/2 inches... 7 inches

**MAT 203**



Judith had only one desire...to wield her body like a weapon...to avenge a wrong beyond words, even, perhaps, beyond avenging....



PARAMOUNT PICTURES AND KURT UNGER PRESENT  
**SOPHIA LOREN**  
 IN  
**"JUDITH"**

CO-STARRING  
**PETER FINCH · JACK HAWKINS**  
 WITH HANS VERNER · TERENCE ALEXANDER · FRANK WOLFF · ARNALDO FOA · ANDRE MORELL  
 PRODUCED BY KURT UNGER · DIRECTED BY DANIEL MANN · SCREENPLAY BY JOHN MICHAEL HAYES · FROM A STORY BY LAWRENCE DURRELL · MUSIC SCORED BY SOL KAPLAN  
**TECHNICOLOR · PANAVISION**

3 COLS. x { 140 LINES.....420 LINES  
 10 inches.....30 inches

**MAT 304**

The adventure, the ecstasy, the supreme suspense of a woman wronged beyond words, almost beyond revenge...



PARAMOUNT PICTURES AND KURT UNGER PRESENT  
**SOPHIA LOREN**  
 IN  
**"JUDITH"**

CO-STARRING  
**PETER FINCH · JACK HAWKINS**  
 WITH HANS VERNER · TERENCE ALEXANDER · FRANK WOLFF · ARNALDO FOA · ANDRE MORELL · PRODUCED BY KURT UNGER · DIRECTED BY DANIEL MANN  
 SCREENPLAY BY JOHN MICHAEL HAYES · FROM A STORY BY LAWRENCE DURRELL · MUSIC SCORED BY SOL KAPLAN · **TECHNICOLOR · PANAVISION**

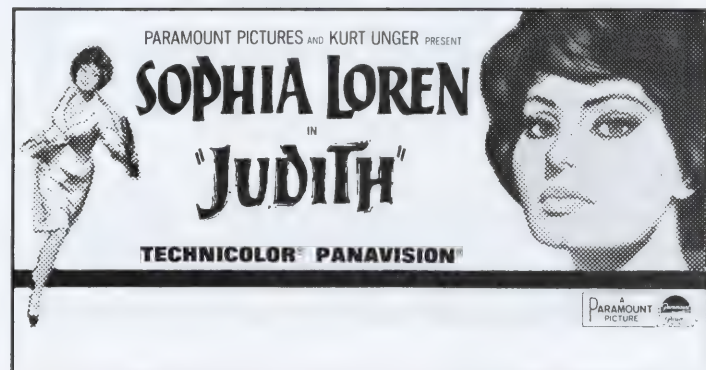
3 COLS. x { 100 LINES.....300 LINES  
 7 inches.....21 inches

**MAT 302**

ALSO AVAILABLE IN:

4 COLS. x { 125 LINES.....500 LINES  
 9 inches.....36 inches

**MAT 402**



2 COLS. x { 27 LINES.....54 LINES  
 2 inches.....4 inches

**MAT 201**



The story of a woman curved like a weapon—a weapon out to avenge a wrong beyond words, beyond imagining, even, perhaps, beyond avenging....

PARAMOUNT PICTURES AND KURT UNGER PRESENT  
**SOPHIA LOREN**  
 IN  
**"JUDITH"**



CO-STARRING  
**PETER FINCH · JACK HAWKINS**

WITH HANS VERNER · TERENCE ALEXANDER · FRANK WOLFF · ARNALDO FOA · ANDRE MORELL  
 PRODUCED BY KURT UNGER · DIRECTED BY DANIEL MANN · SCREENPLAY BY JOHN MICHAEL HAYES · **TECHNICOLOR** · **PANAVISION**  
 FROM A STORY BY LAWRENCE DURRELL · MUSIC SCORED BY SOL KAPLAN

3 COLS. x { 115 LINES.....345 LINES  
 8 inches.....24 inches

MAT 303



This advertising material has been approved under the MPAA Advertising Code as a self-regulatory procedure of the Motion Picture Association of America.

All inquiries on this procedure, which is voluntarily subscribed to by the major motion picture companies, may be addressed to: Advertising Code Administrator, Motion Picture Association of America, 522 Fifth Avenue, New York City 36, N. Y.

The supreme suspense of a woman wronged beyond words, almost beyond revenge...

PARAMOUNT PICTURES AND KURT UNGER PRESENT  
**SOPHIA LOREN**  
 IN  
**"JUDITH"**

**TECHNICOLOR**  
**PANAVISION**



**PETER FINCH · JACK HAWKINS**

PRODUCED BY KURT UNGER · DIRECTED BY DANIEL MANN · SCREENPLAY BY JOHN MICHAEL HAYES · FROM A STORY BY LAWRENCE DURRELL · MUSIC SCORED BY SOL KAPLAN



2 COLS. x { 75 LINES...150 LINES  
 5 1/2 inches... 11 inches

MAT 204



PARAMOUNT PICTURES AND KURT UNGER PRESENT

**SOPHIA LOREN**  
 IN  
**"JUDITH"**

*Its suspense  
 scorches, seethes,  
 leaves you  
 breathless!*

**TECHNICOLOR** **PANAVISION**

**PETER FINCH · JACK HAWKINS**

WITH HANS VERNER · TERENCE ALEXANDER · FRANK WOLFF · ARNALDO FOA · ANDRE MORELL · PRODUCED BY KURT UNGER · DIRECTED BY DANIEL MANN · SCREENPLAY BY JOHN MICHAEL HAYES · FROM A STORY BY LAWRENCE DURRELL · MUSIC SCORED BY SOL KAPLAN



3 COLS. x { 75 LINES.....225 LINES  
 5 1/2 inches.....16 1/2 inches

MAT 301











# COMPLETE CAMPAIGN MAT... ORDER SPECIAL MAT No. 1

All these ads  
and scenes on  
one mat →

The supreme suspense of a woman wronged beyond words, almost beyond revenge...

PARAMOUNT PICTURES AND KURT UNGER PRESENT  
**SOPHIA LOREN**  
IN  
**"JUDITH"**  
TECHNICOLOR® PANAVISION®

CO-STARRING  
**PETER FINCH · JACK HAWKINS**

PRODUCED BY KURT UNGER · DIRECTED BY DANIEL MANN · SCREENPLAY BY JOHN MICHAEL HAYES · FROM A STORY BY LAWRENCE DURRELL · MUSIC SCORED BY SOL KAPLAN

PARAMOUNT PICTURE



PARAMOUNT PICTURES AND KURT UNGER PRESENT  
**SOPHIA LOREN**  
IN  
**"JUDITH"**  
TECHNICOLOR® PANAVISION®

PARAMOUNT PICTURE

PARAMOUNT PICTURES AND KURT UNGER PRESENT  
**SOPHIA LOREN**  
IN  
**"JUDITH"**  
TECHNICOLOR® PANAVISION®

PARAMOUNT PICTURES AND KURT UNGER PRESENT  
**SOPHIA LOREN**  
IN  
**"JUDITH"**  
TECHNICOLOR® PANAVISION®

PARAMOUNT PICTURE



JUDITH HAD ONLY ONE DESIRE... TO WIELD HER BODY  
LIKE A WEAPON, TO AVENGE A WRONG BEYOND WORDS!

PARAMOUNT PICTURES AND KURT UNGER PRESENT  
**SOPHIA LOREN**  
IN  
**"JUDITH"**  
TECHNICOLOR® PANAVISION®

CO-STARRING  
**PETER FINCH · JACK HAWKINS**

WITH HANS VERNER · TERENCE ALEXANDER · FRANK WOLFF · ARNALDO FOA · ANDRE MORELL · PRODUCED BY KURT UNGER  
DIRECTED BY DANIEL MANN · SCREENPLAY BY JOHN MICHAEL HAYES · FROM A STORY BY LAWRENCE DURRELL · MUSIC SCORED BY SOL KAPLAN

PARAMOUNT PICTURE

PARAMOUNT PICTURES AND KURT UNGER PRESENT  
**SOPHIA LOREN**  
IN  
**"JUDITH"**  
TECHNICOLOR® PANAVISION®

PARAMOUNT PICTURE

These mats may be ordered singly by number at the regular price. Individual mats are shown on the advertising and publicity pages.





TWENTY-FOUR SHEET



ONE-SHEET

# POSTERS AND LOBBIES

Also Available:

SET OF EIGHT 11 x 14's • WINDOW CARD

14 x 36 INSERT CARD • 40 x 60 POSTER

Order from National Screen Service (See Coupon)



SIX-SHEET



22 x 28 LOBBY PHOTO



THREE-SHEET

PRINTED IN U.S.A.

## "JUDITH"

Order Blank

To: PARAMOUNT PICTURES FIELD ADVERTISING AND PUBLICITY DEPT.

1501 Broadway, New York, N. Y. 10036

Note: In Canada order from your local Paramount Branch

Date \_\_\_\_\_

Please send the following material on "JUDITH"

- \_\_\_\_\_ sets of FREE *COLOR* TV Spots (to be used on station \_\_\_\_\_)
- \_\_\_\_\_ sets of FREE *B & W* TV Spots (to be used on station \_\_\_\_\_)
- \_\_\_\_\_ sets of FREE Radio Spots (to be used on station \_\_\_\_\_)
- \_\_\_\_\_ Telop Cards—FREE

Theatre \_\_\_\_\_ Playdate \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

FOR EASE  
IN  
ORDERING  
CLIP  
ORDER  
BLANK  
AND  
PASTE ON  
POST  
CARD

## "JUDITH"

Order Blank

To: NATIONAL SCREEN SERVICE CORPORATION

IMPORTANT!  
Fill in your local  
NSS branch address

Please send the following advertising accessories for "JUDITH" in addition to my normal standing order.

- FOR MY BILLBOARD POSTING CAMPAIGN AND MOUNTED CUT-OUT PURPOSES
  - \_\_\_\_\_ One Sheets
  - \_\_\_\_\_ Three Sheets
  - \_\_\_\_\_ Six Sheets
  - \_\_\_\_\_ Twenty-Four Sheets
  - \_\_\_\_\_ 40 x 60 Poster
- FOR AWAY-FROM-THEATRE ADVERTISING
  - \_\_\_\_\_ 14 x 22 Window Cards
  - \_\_\_\_\_ Sets of 11 x 14 Photos
  - \_\_\_\_\_ 22 x 28 Photos
  - \_\_\_\_\_ 14 x 36 Insert Cards
  - \_\_\_\_\_ B & W Stills (B set)
  - \_\_\_\_\_ Set of 12 Color Stills

- FOR MY NEWSPAPER ADVERTISING CAMPAIGN
- 1 Col. Mats, Nos. \_\_\_\_\_
- 1 Col. Mats, Nos. \_\_\_\_\_
- 2 Col. Mats, Nos. \_\_\_\_\_
- 3 Col. Mats, Nos. \_\_\_\_\_
- 4 Col. Mats, Nos. \_\_\_\_\_
- 5 Col. Mats, Nos. \_\_\_\_\_
- 6 Col. Mats, Nos. \_\_\_\_\_

Special #1 \_\_\_\_\_

Theatre \_\_\_\_\_ Playdate \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



**Scanned from the collections of the  
Wisconsin Center for Film and Theater Research,  
with support from Matthew and Natalie Bernstein.**



**Wisconsin Center**  
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

**MEDIA**

**HISTORY**

DIGITAL LIBRARY



[www.mediahistoryproject.org](http://www.mediahistoryproject.org)